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**(54) TELEVISION SIGNAL
STORAGE/REPRODUCING DEVICE, AND
TELEVISION SIGNAL
STORAGE/REPRODUCING SYSTEM**

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(57) Abstract:

PROBLEM TO BE SOLVED: To allow a user to view a commercial message matching his or her preference by effectively utilizing the viewing time of a television program.

SOLUTION: A storage device 102 stores a television signal received by a tuner 101. A preference information table 107 stores information denoting preference of a user to commercial message, and a timing contents cross-reference table 105 stores a televising timing and contents of each commercial message. A CM selection means 108 selects a commercial message matching the preference of the user among the commercials message stored by the storage device 102 and a commercial message part in a signal outputted to a viewing device 109 is replaced with the selected commercial when the user views a television program.

